Communicating Your Telemedicine Practice

Top 10 Communication Strategies

Tip 1: Send information letter to referring sites

- Create and send an Information Letter to your referrers detailing your telemedicine program and process for referring.
- There is an example of an information letter on page 3 of this booklet.

Tip 2: Create a clinical protocol

- Create your clinical protocol and distribute it to those that have expressed interest.
- Please see the module on clinical protocols for more information.

Tip 3: Include telemedicine on your referral sheet

- Incorporate a telemedicine option into your existing referral sheet.
- This could be an extra bullet point or a tick box.

Tip 4: Promote your program to telemedicine coordinators

- Promote your telemedicine program at OTN's monthly Telemedicine Coordinator meetings .
- Promote your services in OTN Update, a bi-monthly newsletter for Telemedicine Coordinators .
- Contact marketing@otn.ca for more information.

Tip 5: Self-refer your telemedicine appointments

- Your own patients are an excellent resource with which to promote and grow your service.
- Self-refer follow up appointments to occur via telemedicine.

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Tip 6: Create a poster or pamphlet for use in your office space

- Create a poster that you can hang in your waiting area to promote your telemedicine practice.
- Design a pamphlet that you could hand out to your patients.
- There are examples of posters and pamphlets in pages 4 and 5 of this booklet.

Tip 7: Create your profile in the OTN Telemedicine Directory

- Post your profile on the OTN Consultant Directory.
- Please refer to module 2 in the "Set Up Your Practice' section for more details on how to create your profile and how to access the telemedicine directory.

Tip 8: Use your local news media

- Local news media (television, radio, newspaper) are always an option to promote new and exciting innovative health care practices.
- Contact marketing@otn.ca if you would like assistance in engaging your local news media or to advertise successes or milestones of your telemedicine practice.

Tip 9: Engage your OTN Regional Manager

- Work with your OTN Regional Manager to find partnerships and provide your service to areas that are in need.
- This is especially useful if you are accepting new patients.
- If you do not know your OTN Regional Manager, call us at 1-866-454-6861 and select option 3 or email: information@otn.ca to find out more..

Tip 10: Use Ncompass to schedule your appointments

- Take advantage of OTN's self-scheduling software (Ncompass) to allow your administrative staff to coordinate and book your telemedicine appointments.
- This will make the process easy and efficient to set up your new telemedicine service with other health care teams and providers.

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